



WILLEFORD GROUP

DENTAL PRACTICE ADVISORS

Securing Practice Health. Building Personal Wealth.

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770-552-8500

WILLEFORD WATCH - JULY

Dental Production Index 2007, 2008, 2009

How does your practice compare? Our Dental Production Index tracks practice trends across selected client dental practices.

This is *not* a traditional “survey” where the respondents can vary from month to month, depending upon who decides to participate that month. Instead, we specifically select the same clients each month to ensure comparability over time. We selected clients who are stable, other than the impact of the economy. So we excluded new practices and practices who built a new office, had a practice management makeover, added an associate, etc. None of the practices are boutique, cosmetic-only practices, but most are fee-for-service practices vs. heavy managed care.

What’s the bottom line? Hard to say. We had hoped we were on a roll following the June figures. Indeed, some practices reported their best month ever last spring. So we were not prepared for the size of the dip in July. Especially considering the fact that the number of new patients was strong.

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